

**SYSTEM AND METHOD FOR PROVIDING
DISCRIMINATED CONTENT TO NETWORK USERS**

ABSTRACT

5 The present invention provides methods and systems for providing discriminated
partner system resources to the user of a host system. A host entity has a business
relationship with one or more partnered entities. A user accesses the host's system and then
uses the host's system to connect to a partner's system. Access from one system to the next is
seamless and requires no additional user input to verify the user's access rights to
10 subsequently accessed partners' systems. The content delivered to the user from a partner's
system is discriminated from a larger pool of information to appear consistent in appearance,
message, or both with the host system. The host system, the partner system or both systems
may perform the discrimination functions. The user is thereby provided with seamless access
to partnered systems that reflects the business partnership of the host and various partners.